

WSIL-TV & KPOB-TV  
 Annual EEO Public File Report  
 Date: August 1, 2016-July 31, 2017

This EEO Public File Report is filed in compliance with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of WSIL-TV, Harrisburg, IL and KPOB-TV, Poplar Bluff, MO. WSIL-TV, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies, and we seek the help of local organizations in referring qualified applicants. Organizations that wish to receive information about vacancies at the station should contact the Personnel Director at 618/985-2333. For purposes of the Report, a vacancy was deemed filled when the hiree reported for work. A person was deemed interviewed whether he or she was interviewed in person, over the phone, or via e-mail.

**Section 1: Vacancy Information**

| <b>Job Title</b>   | <b>Date Hired</b> | <b>Number of Interviews</b> | <b>Recruitment Source of Hiree</b> | <b>Recruitment Source of Interviews</b> | <b>Recruitment Source</b> |
|--|-------------------|-----------------------------|------------------------------------|---|---------------------------|
| Sports Anchor/Reporter   | 9/9/2016          | 4                           | 26                                 | 10;11;17;26                             | 1-11;17;26                |
| Producer   | 9/12/2016         | 2                           | 17                                 | 17;21                                   | 1-11;17;21                |
| Anchor   | 9/23/2016         | 6                           | 25                                 | 1;11;25;25;26;26                        | 1-11;17;25;26             |
| On-Line Sales *<br>This position was not advertised. Hiree was from competitor for a position created. | 11/14/2016        | 1                           | 18                                 | 18                                      | 18                        |
| Reporter/Anchor  | 12/5/2016         | 6                           | 11                                 | 10;10;11;17;26;26                       | 1-11;17;26                |
| Reporter   | 12/12/2016        | 2                           | 21                                 | 21;21                                   | 1-11;17;21                |
| Reporter   | 12/12/2016        | 1                           | 21                                 | 21                                      | 1-11;17;21                |
| Producer   | 5/8/2017          | 4                           | 21                                 | 1;7;11;21                               | 1-11;17;21                |
| Reporter   | 6/5/2017          | 8                           | 17                                 | 11;11;17;25;25;26;26;26                 | 1-11;17;25;26             |
| Reporter   | 7/5/2017          | 8                           | 26                                 | 11;11;25;25;26;26;26;26                 | 1-11;17;25;26             |
|  |                   | 42 Total                    |                                    |   |                           |

## Section 2: Recruitment Source Information

| Source # | Source Name                 | Contact            | Address   | Phone                    | Fax          | E-Mail   | Requested Notification | Interviews During This Period |
|----------|-----------------------------|--------------------|---|--------------------------|--------------|--|------------------------|-------------------------------|
| 1        | IL Broadcasters Association | Debra Gray         | 200 Missouri Ave.<br>Carterville, IL 62918      | 618/985-5555             | 618/985-6070 | <a href="mailto:dgray@ilba.org">dgray@ilba.org</a>                               | No                     | 2                             |
| 2        | IDES                        | Robert Barron      | 8195 Express Dr.<br>Marion, IL 62959            | 618/997-6835<br>Ext. 381 | 618/993-5871 | <a href="mailto:robert.barron@illinois.gov">robert.barron@illinois.gov</a>       | No                     | 0                             |
| 3        | John A. Logan College       | Lisa Hudgens       | 700 Logan College Rd.,<br>Carterville, IL 62918 | 618/985-2828<br>Ext 8424 | 618/985-6610 | <a href="mailto:Lisa.hudgens@jalc.edu">Lisa.hudgens@jalc.edu</a>                 | No                     | 0                             |
| 4        | Rend Lake College           | S. Myer            | 468 N Ken Gray Pkway<br>Ina, IL 62846           | 618/437-5321             | 618/437-5403 | myers@rlc.edu  | No                     | 0                             |
| 5        | SEMO                        | Daniel Presson     | One University Plaza<br>Cape Girardeau, MO      | 573/651-2583             | 573/651-2532 | <a href="mailto:careerservices@semo.edu">careerservices@semo.edu</a>             | No                     | 0                             |
| 6        | Shawnee Comm College        | Leslie             | 8364 Shawnee College Rd<br>Ullin, IL 62992      | 800-481-2242             | 618/634-3352 | <a href="mailto:lesliec@shawneecc.edu">lesliec@shawneecc.edu</a>                 | No                     | 0                             |
| 7        | SIU Carbondale              |                    | Carbondale, IL 62901                            | 618/453-7112             | 618/453-1924 | careerservices@siu.edu   | No                     | 1                             |
| 8        | Southeast Illinois College  | Catherine Packard  | 3575 College Dr.<br>Harrisburg, IL 62946        | 618/252-5400             |              | <a href="mailto:catherine.packard@sic.edu">catherine.packard@sic.edu</a>         | No                     | 0                             |
| 9        | University of Evansville    | Ctr for Career Dev | 1800 Lincoln Ave<br>Evansville, IN 47722        | 812/488-1083             | 812/479-2156 | <a href="mailto:evansville-csm@simplicity.com">evansville-csm@simplicity.com</a> | No                     | 0                             |
| 10       | TVJobs.com                  | Mark Holloway      | 760/754-8177                                    | 760/754-8177             |              | jobs@tvjobs.com  | No                     | 3                             |
| 11       | Medialine                   |                    | PO Box 51909<br>Pacific Grove, CA 93950         | 800-237-8073             |              | Medialine.com  | No                     | 8                             |
| 12       | B-Roll (Photogs)            | Kevin Johnson      | 1623 D St. NE<br>Washington, DC 20002           | 202/486-8842             |              | b-roll.net   | No                     | 0                             |

|           |                            |                |   |              |  |  |    |           |
|-----------|----------------------------|----------------|---|--------------|--|--|----|-----------|
| <b>13</b> | Illinois News Broadcasters | Bob Roberts    | 1 University Circle<br>Macomb, IL 61455     |              |  | Inba.net   | No | <b>0</b>  |
| <b>14</b> | Rick Gevers                | Rick Gevers    | PO Box 577<br>Zionsville, IN 46077-0577     | 317/769-7900 |  | rick@rickgevers.com  | No | <b>0</b>  |
| <b>15</b> | Collective Talent          | Michael Billie |   | 813/254-9695 |  | Collectivetalent.com   | No | <b>0</b>  |
| <b>16</b> | The Southern Illinoisan    | Sandy Lowell   | 710 N. Illinois Ave<br>Carbondale, IL 62901 | 618/351-5003 |  | <a href="mailto:sandy.lowell@thesouthern.com">sandy.lowell@thesouthern.com</a> | No | <b>0</b>  |
| <b>17</b> | WSIL-TV Website            |                |   |              |  | wsiltv.com   | No | <b>4</b>  |
| <b>18</b> | Word of Mouth Referral     |                |   |              |  |  | No | <b>1</b>  |
| <b>19</b> | In-House Promotion         |                |   |              |  |  | No | <b>0</b>  |
| <b>20</b> | Internship Program         |                |   |              |  |  | No | <b>0</b>  |
| <b>21</b> | Internal Job Posting       |                |   |              |  |  | No | <b>5</b>  |
| <b>22</b> | Employee Referral          |                |   |              |  |  | No | <b>0</b>  |
| <b>23</b> | Unsolicited Applicant      |                |   |              |  |  | No | <b>0</b>  |
| <b>24</b> | Resume on File             |                |   |              |  |  | No | <b>0</b>  |
| <b>25</b> | Talent Agent               |                |   |              |  |  | No | <b>6</b>  |
| <b>26</b> | WSIL Recruitment           |                |   |              |  |  | No | <b>12</b> |
|           |                            |                |   |              |  | <b>Total Interviews During This Period</b>                                     |    | <b>42</b> |

### Section 3: Menu Option Outreach Initiatives

| Activity/Description  | Date               | Staff Participant                | Partners  | Initiative Number |
|---|--------------------|----------------------------------|---|-------------------|
| <p><b>Associate Producer Program</b> – The associate producer (AP) program is designed to provide part-time positions with low entry requirements to candidates who lack professional broadcast experience. AP’s are given significant training at WSIL, both to be able to perform part-time tasks in news and to potentially qualify them for full-time positions here or elsewhere. Many AP’s are college students studying radio/TV, journalism or communications. Most do not have professional experience. There is an ongoing effort to make these positions available to candidates who have little experience or even little educational background. During this period 16 AP’s were hired. Most had some educational background, but only two or three had professional experience. During this period 6 AP’s left the station and 1 of the 6 obtained a full-time position at a broadcast television station. An additional 4 AP’s were promoted to full-time positions at WSIL.</p> | Ongoing            | Mike Snuffer, News Director      |   | 8                 |
| <p><b>Station Tours</b> – WSIL conducts frequent station tours for interested groups. Many of these are for young people, school groups, church youth groups, scout groups and others. Tours frequently include information about types of jobs in broadcasting, or about the availability of internships and job shadowing opportunities. During this period WSIL conducted 18 station tours, including tours for high school students attending Radio/TV or Journalist “camps” at Southern Illinois University.</p>   | Ongoing            | Bethany Tanner, Program Director | Interested community groups, educational institutions, non-profit organizations | 16                |
| <p><b>Internship Program</b> – WSIL accepts interns who are receiving academic credit. Students work in areas of their interests and internships are structured to their needs. During this period WSIL hosted 1 intern.</p>  | 1/9/2017-5/12/2017 | Mike Snuffer, News Director      | Benton Consolidated High School   | 5                 |
| <p><b>Job Shadowing</b> – WSIL permits interested high school and</p>   | 2/27/17            | Mike Snuffer, News               | Full Sail University  | 10                |

|   |                        |  |                                 |     |
|---|------------------------|--|---------------------------------|-----|
| college students to shadow a WSIL employee, usually for one day. During this period WSIL had 1 job shadow.  | Only                   | Director   |                                 |     |
| <b>Facilitation of SIU Program Production</b> – During this period WSIL made a \$3,000 cash donation to “River Region News”, a program produced by students at Southern Illinois University and aired on WSIU, a PBS station. River Region is a hands-on newsroom experience which, in our opinion, can help directly qualify students for television station positions (especially entry level positions such as our AP positions). Students are enrolled in the College of Mass Communications at SIU. River Region is not fully funded by either the college or the PBS station and is facilitated by our donation. This relationship also helps to sustain the relationship between WSIL and SIU, which helps raise SIU communications students’ awareness of WSIL internship, job shadow and employment opportunities. | Nov 2016               | Steve Wheeler,<br>President and<br>General Manager | Southern Illinois<br>University | 10  |
| <b>Illinois Broadcasters Association MIP Program</b> – WSIL works with the Illinois Broadcasters Association on the multi-cultural intern program. Potential interns are identified and interviewed by the IBA, then placed with participating stations. Interns receive a stipend from the IBA. During this period WSIL hosted 1 IBA MIP intern.   | July-Aug               | Mike Snuffer, News<br>Director                     | IBA                             | 5,7 |
| <b>Vocational Education Program</b> – WSIL works with Carbondale and Carterville High Schools to accept high school students who attend school half a day and work half a day. These students are paid by WSIL. They also receive high school credit for the work experience and have a faculty adviser at the school. During this period WSIL had 1 CVE student.   | 10/18/2016-<br>Present | Bonnie Wheeler                                     | Carbondale High<br>School       | 10  |

“Initiative Number” refers to the following outreach activities:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.
2. Hosting of at least one job fair.
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.
4. Participation in at least four events, including conventions, career days, workshops and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues.
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.
6. Participation in job banks, internet programs and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies).
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.
9. Establishment of a mentoring program for station personnel.
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting.
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities.
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.